

**Project:** The client needed a 5-part welcome email sequence for new subscribers. (This sample provides the first 3 emails for viewing) She wanted it to be simple, but still effective in welcoming new subscribers, giving them a reason to stay engaged, and guiding them toward her resources.

**Goal:** To nurture new subscribers, add value and direct them to her resources and social platform channels online.

**Strategy:** To welcome and immediately add value to new subscribers by offering free teaching and resources and to educate them about additional educational resources and classes that she offers online. This sequence is designed to guide them on the buyer's journey gently toward her online store and, eventually, to enrollment in her online Academy for children. It's also designed to begin a relationship with her subscribers where she will transition them to her main email list for further nurturing and to encourage them to interact online within her online communities.

## Welcome Email Sequence

Email 1- triggered when someone new subscribes to your list.

**Subject Line: Welcome to the Family!**

Hi \_\_\_\_\_,

\_\_\_\_\_ here from \_\_\_\_\_, I'd like to warmly welcome you to the \_\_\_\_\_ Family!

Whether you've joined through a purchase from our E-Store or by downloading one of our awesome free resources from the website, I am so glad you are here!

**Picture of you and maybe your family- \*\*\*\*I give suggestions to my clients as to what they can insert into their sequences to help make it more personable, unique, or engaging for their audience.**

A little about me:

I am a certified early childhood educator. For the past 8-years, I have provided South \_\_\_\_\_ with fun, family-friendly enrichment programs, and now I'm bringing it all home - to your home!

Educating little learners is my passion and my own daughters have been the driving inspiration behind every curriculum, printable, book, and program that I offer.

When we started our homeschool journey, I could not have imagined what God had in store. After a year of homeschooling my children, I felt led to

expand and help others do the same through [REDACTED] by providing:

- Enrichment programs that include clubs and activities for your students to enjoy
- Homeschool programs that cover core subjects that provide a well-rounded curriculum for your child's learning journey
- Family fun- because education should be!
- Educational resources that are specifically designed for each stage of development.

A lot of parents wonder, can my young child really learn online? And the answer is a resounding YES!

In this video, I explain how children can learn online and thrive:

[Insert video](#)

And here's a blog post that also touches on how online learning can help cover all the core subjects your child needs for each grade.

[Insert image with a link to the blog post \(Link to "Can My Child Really Learn Online and Succeed?\)](#)

I'd love to connect further with you so I invite you to like my Facebook page [\(link\)](#) where I share all the latest news and product releases from [REDACTED].

In the next few emails. I'll be sending you some of my best resources as well as sharing my top tips for educating your little learner. To make sure you don't miss an email, simply add [REDACTED] to your contact list.

Again, welcome to the [REDACTED] Family, I'm honored to have you here.

Until next time,



"When the atmosphere encourages learning, the learning is inevitable." - Elizabeth Foss –Include a quote or a more personalized signature and logo

## Email 2- Sent 3 days later

**Subject Line: A Cool Story about my Little Learners and a Free Mini-Lesson for yours!**

Happy Day \_\_\_\_\_

██████████ Here Dropping in from ██████████ Academy and I love to help families educate their families with hands-on homeschool enrichment, educational resources, and family fun!

Today, I'd like to share a cool story with you.

**(story)- clients usually tell me the story and I write it in their style.**

& that's why I love what I do.

**Offer a mini-lesson direct link(pdf) that ties in with the story.** Here's a free mini-lesson for your little learners to enjoy at home.

Until next time,

\_\_\_\_\_

## Email 3 -Sent 7 days later

**Subject: Top 3 tips for teaching coin recognition and a gift from our Estore for your Little Learner!**

Hi \_\_\_\_\_, [REDACTED] here, back with some helpful tips on teaching 1st-grade math.

One of the things I see little learners struggle with at this stage is coin recognition. I've got some helpful tips that I'll be sharing with you today that will help them not only recognize coins but also learn the value of skip counting. Let's get started!

### Coin Recognition

Tip #1

Tip #2

Tip #3

At [REDACTED] Academy we enjoy using McGraw Hill Math, which is a comprehensive math curriculum for first grade and covers the skills I mentioned above.

I've made a helpful Youtube tutorial for you to explain how I teach these concepts to my students and with the following code, you can also get the accompanying worksheet that I created for FREE in our Estore.

Here's a video for you to watch with your little one to learn more about coin recognition!

Embed the video

Use the Code  to get your free worksheet!

Image with [Link to the math worksheet](#)

And don't forget to subscribe to my Youtube channel ([link](#)) for more helpful tutorials.

If you have any questions on how to teach the concepts here, feel free to reply to this email or DM me on IG, I'd be happy to help!

Until next time, 